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Lawrence University

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Jim Richardson '72 Wins the “Where in the World is LU?” Photo Contest

Posted on: February 15th, 2011 by Sheree Rogers



Jim Richardson, a Lawrence University alumnus from the Class of 1972, is the winner of Lawrence’s first-ever Facebook photo contest titled “Where in the World is LU?”

The contest invited Lawrence students, faculty, alumni, staff and friends to send photos of themselves proudly showing their LU spirit wherever they were — at home, at work, or anywhere in the world. A team of LU judges narrowed more than 150 entries to 10 finalists. The finalists were posted on a web page where Lawrence’s Facebook friends voted to select the winner. Richardson’s photo shows him seated in front of his truck as if he were in a sun filled, outdoor living room complete with table, lamp (featuring a vintage Vikings football helmet), letter jacket and Wisconsin license plate that reads LU-4. He sent the photo to Lawrence with the following caption:

What better caption than “Light More Light”? The photo was taken in Lincoln County, Wisconsin, in an area known as The Underdown. Some would say it’s close to the middle of nowhere, as evidenced by the road that abruptly ends a short distance behind the truck.

“We received photos from nearly every continent, many countries

and, yes, even from the middle of nowhere,” said Sheree Rogers, director of communications. “All the photos are a wonderful display of LU spirit and are photographic evidence that Lawrence University is EVERYWHERE. Thanks to everyone who sent or posted a photo.” In addition to their home on Facebook, the many of the photos will be published in the next issue of Lawrence Today.

Rogers said “Where in the World is LU?” is likely to be the first of many interactive campaigns on Facebook. In the meantime, she tells the Lawrence community to keep those photos coming. “We always want to share photos of proud Lawrentians showing their LU spirit. Please continue to send us pictures that help us tell Lawrence University’s magnificent story.”

